

# ORDER

**Orders**

Order / Rev:	69895
Alt Order #:	9856121 /Brad
Product Desc:	Smith for Senate
Estimate:	
Flight Dates:	11/03/12 - 11/06/12
Original Date / Rev:	11/02/12 / 11/07/12
Order Type:	GENERAL

**WLYH CW15**

Primary AE:	Millennium Washington DC
Sales Office:	MNAT
Sales Region:	National

**Agency**

Name:	SRCP Media
Buying Contact:	
Billing Contact:	
	201 North Union Street Suite 200
	Alexandria, VA 22314

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

**Advertiser**

Name:	Smith/R/Senate
Demographic:	A35+
Product Codes:	US Senate
Priority:	P-2
Revenue Codes:	AGY, POL-CAND, GEN

New Business Thru:	
Order Separation:	00:15:00
Advertiser External ID:	
Agency External ID:	

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	22	\$2,790.00	\$2,371.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	22	\$2,790.00	\$2,371.50	0.00
<b>Totals</b>	<b>22</b>	<b>\$2,790.00</b>	<b>\$2,371.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
WLYH CW15	5%	\$2,790.00
Market	100%	\$55,800.00

**Competitive Share**

	Share	Total
EHP	0%	\$0.00
UNKWN	95%	\$53,010.00
WGAL	0%	\$0.00
WHP	0%	\$0.00
WHTM	0%	\$0.00
WPMT	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WLYH	11/03/12	11/05/12	Sa Prime Access RotatoCM Sa 7p-8p		7p-8p	- - - - S -	:30	2	\$80.00	P-2	0.00	NM	2	\$160.00
N 3	WLYH	11/03/12	11/05/12	M-F 7-730p M-F 7p-730p	CM	7p-730p	M- - - - -	:30	2	\$275.00	P-2	0.00	NM	1	\$275.00
<b>Spot</b>	<b>Ch</b>	<b>Date Range</b>	<b>Description</b>		<b>Start/End Time</b>		<b>Weekdays</b>	<b>Length</b>		<b>Rate</b>	<b>Rtg</b>	<b>Type</b>			
2	WLYH	11/03/12-11/05/12	M-F 7-730p  See MG 4.3,4.4,4.5,4.6,4.7,4.8 [Due to Political] Due to Political		7p-730p		M- - - - -	:30		(\$275.00)		0.00	NM		
N 4	WLYH	11/03/12	11/05/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	M- - - - -	:30	2	\$200.00	P-2	0.00	NM	7	\$675.00

Order / Rev: 69895  
 Alt Order #: 9856121 /Brad  
 Flight Dates: 11/03/12 - 11/06/12

Advertiser: Smith/R/Senate  
 Product Desc: Smith for Senate  
 Estimate:

WLYH CW15

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 4	WLYH	11/03/12	11/05/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	M-----	:30	2	\$200.00	P-2	0.00	NM	7	\$675.00
Spot 1	Ch WLYH	Date Range 11/03/12-11/05/12	Description M-F 730p-8p			Start/End Time 730p-8p			Weekdays M-----	Length :30	Rate (\$200.00)	Rtg 0.00	Type NM		
			See MG 4.3,4.4,4.5,4.6,4.7,4.8 [Due to Political] Due to Political												
3	NLYH	11/06/12-11/06/12	M-F 12p-1p			12p-1p			-T-----	:30	\$80.00	0.00	NM		
	(M)	MG for 3.2,4.1 [MG within Flight]													
4	NLYH	11/06/12-11/06/12	M-F 1p-2p			1p-2p			-T-----	:30	\$80.00	0.00	NM		
	(M)	MG for 3.2,4.1 [MG within Flight]													
5	NLYH	11/06/12-11/06/12	M-F 2p-3p			2p-3p			-T-----	:30	\$80.00	0.00	NM		
	(M)	MG for 3.2,4.1 [MG within Flight]													
6	NLYH	11/06/12-11/06/12	M-F 9a-10a			9a-10a			-T-----	:30	\$35.00	0.00	NM		
	(M)	MG for 3.2,4.1 [MG within Flight]													
7	NLYH	11/06/12-11/06/12	M-F 4p-5p			4p-5p			-T-----	:30	\$100.00	0.00	NM		
	(M)	MG for 3.2,4.1 [MG within Flight]													
8	NLYH	11/06/12-11/06/12	M-F 4p-5p			4p-5p			-T-----	:30	\$100.00	0.00	NM		
	(M)	MG for 3.2,4.1 [MG within Flight]													
N 5	WLYH	11/03/12	11/05/12	Sun Reg 1 Sun 7p-8p	CM	7p-8p	-----S	:30	1	\$225.00	P-2	0.00	NM	1	\$225.00
N 6	WLYH	11/03/12	11/05/12	M-F 10p-1030p News CBS 21 News on CW 15	CM	10p-1030p	M-----	:30	2	\$125.00	P-2	0.00	NM	2	\$250.00
N 7	WLYH	11/03/12	11/05/12	Sa-Su 10p-1030p News CBS 21 News on CW 15	CM	10p-1030p	-----SS	:30	2	\$120.00	P-2	0.00	NM	2	\$240.00
N 8	WLYH	11/03/12	11/05/12	Sat Reg 1 Sat 8p-9p	CM	8p-9p	-----S-	:30	2	\$225.00	P-1	0.00	NM	2	\$450.00
N 9	WLYH	11/03/12	11/05/12	Sun Reg 3 Sun 9p-10p	CM	9p-10p	-----S	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00
N10	WLYH	11/03/12	11/05/12	Su 1030p-11p Su 1030p-11p	CM	1030p-11p	-----S	:30	1	\$70.00	P-2	0.00	NM	1	\$70.00
N11	WLYH	11/03/12	11/05/12	Sa 6p-7p Sa 6p-7p	CM	6p-7p	-----S-	:30	2	\$65.00	P-2	0.00	NM	2	\$130.00
N12	WLYH	11/03/12	11/05/12	M-F 1030p-11p M-F 1030p-11p	CM	1030p-11p	M-----	:30	1	\$65.00	P-2	0.00	NM	1	\$65.00
Totals													22	\$2,790.00	